



EMF

Branding
Guidelines

About branding

“Brand” is defined as the recognition and personal connection that forms in the hearts and mind of our clients and other key audiences through their accumulated experience at every point of contact. We must ensure that emerges is a positive one, leading to trust, loyalty and advocacy for our offerings. Branding, at its best, is more than a marketing responsibility. Branding spans an organisation, weaving, across and through personal interactions, organisational culture, communications, products and services. A brand must be championed by management and embodied from the inside out by all employees, volunteers, program communication at all times. A brand is everything the company stands for. It represents a way of thinking and a management lens through which decisions are made.

Why Brand matters.

Our success depends on our ability to build a good relationships with our partners: clients, employees, volunteers and community stakeholders. Building trust and rapport, brand begin and reinforce these relationships. A brand is a promise to deliver on what an organization claims. Broken promises risk the brand losing loyalty.

Applying the brand

Please be sure to keep the integrity of the design schemes closely. Significant investment has been made in this program and the artwork, and pay-off only comes when we all use the brand in a consistent and professional manner. Templates are not to be altered without consent.

Who to contact regarding the branding

Who to contact relating to our branding, please contact the design studio which created the branding guide at Info@indyvisuals.net

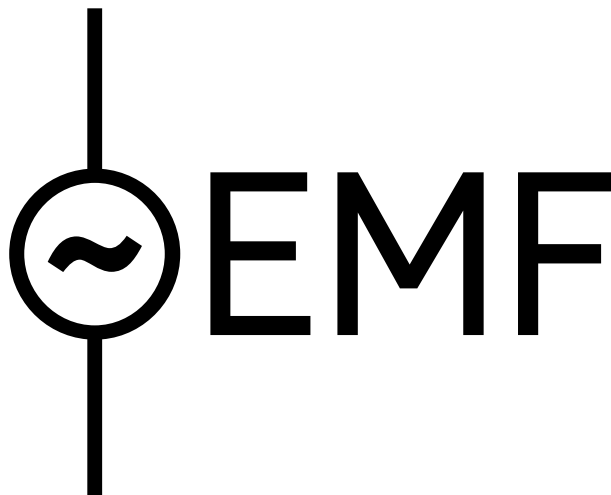
Electromagnetic Feild Logo.

The Electromagnetic Feild logo must be placed in evidence on all of our posters and other marketing tools, as well as on any document created for our purposes. Please contact the design studio if you need to create a document that was not included in our templates to ensure a consistent presentation of our logo.

Logo orientation

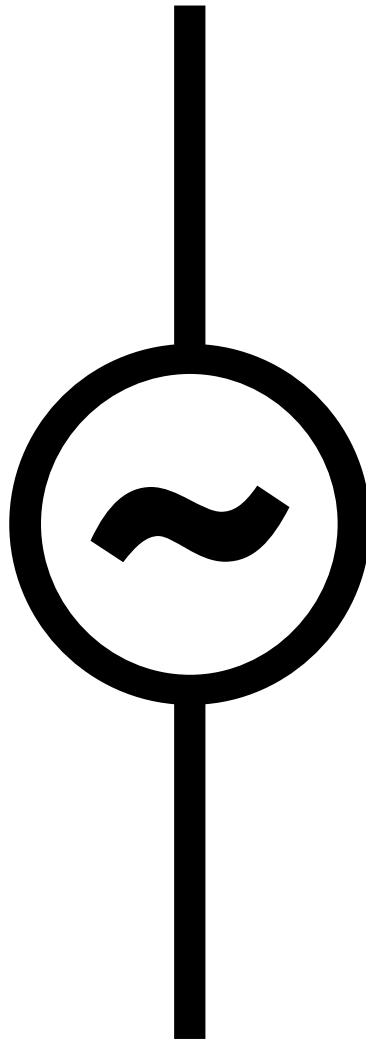
Note that Electromagnetic Feild's logo possesses one versions: one compac. The version to use depends on its placement on a page and the type of documents it is displayed on. For example, if it is to be displayed along with other logo the compact version should be the standard, but if it is displayed on its own, at the top of the page, the horizontal version is preferable. Please ensure that the minimum white space requirement, as stated below is respected and that the integrity of the logo, such as its proportions, its colours and the elements' placement is not changed.

Compact format



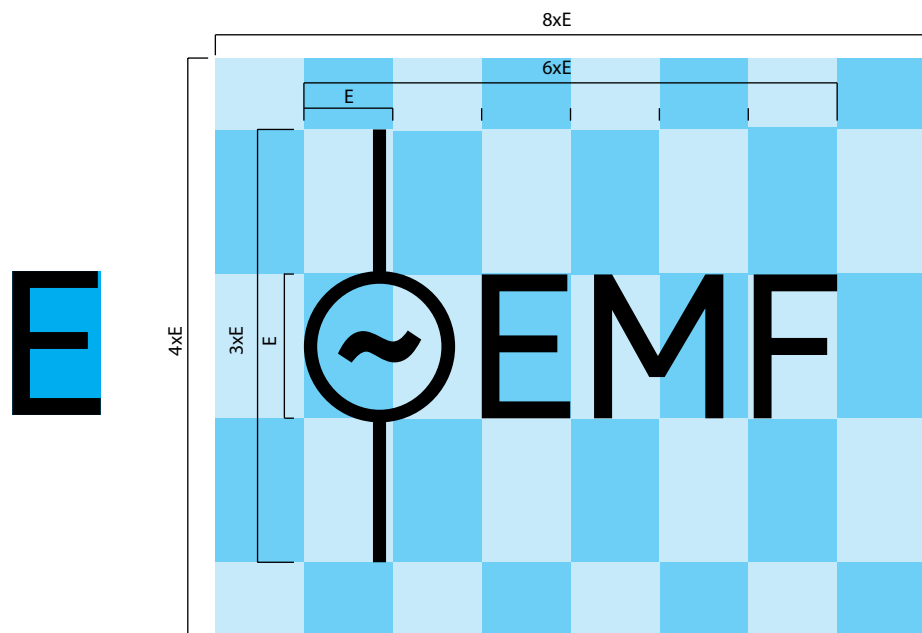
Logo Symbol

The ~ in.



White space

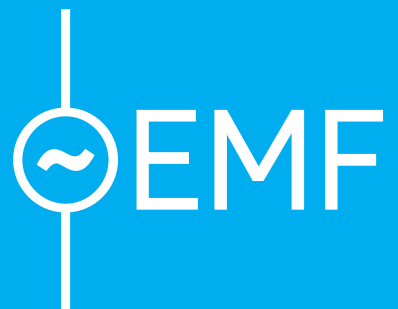
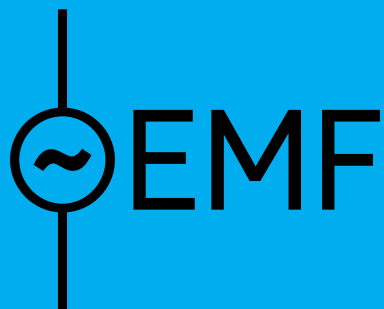
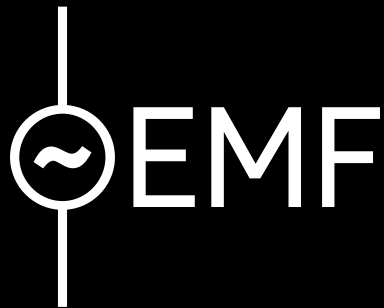
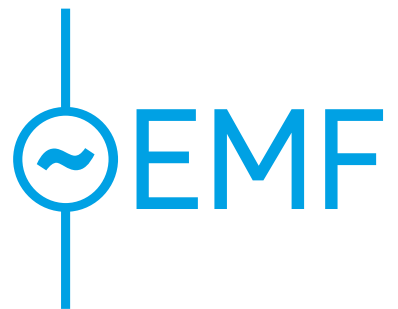
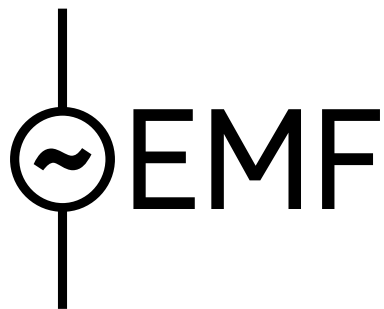
To ensure a good presentation of the logo, it is necessary to use minimal amount of space around it. The minimum requirement of white space that must be present around the logo is the height of the. This will ensure that no graphic reference with our brand.



Important notice.

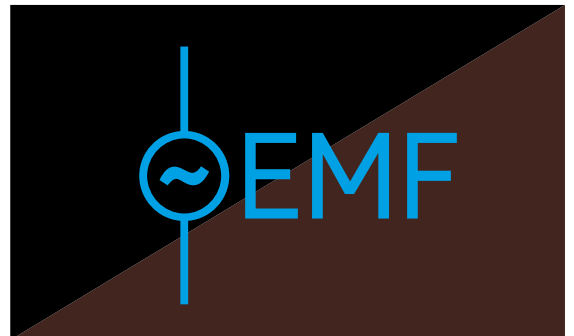
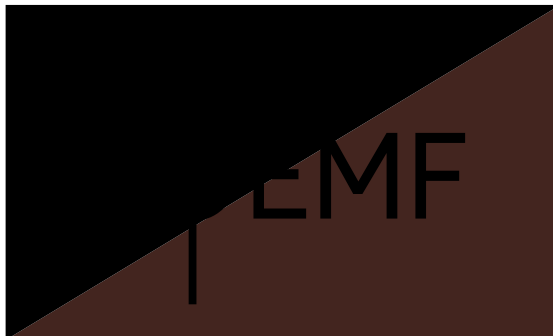
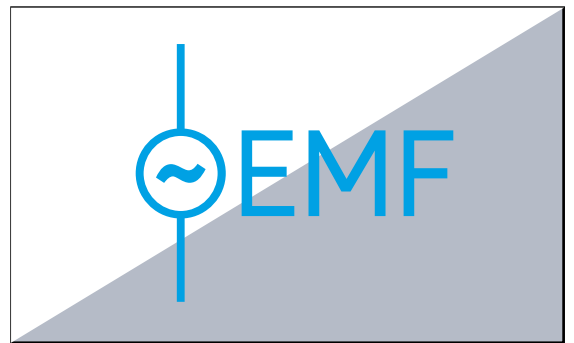
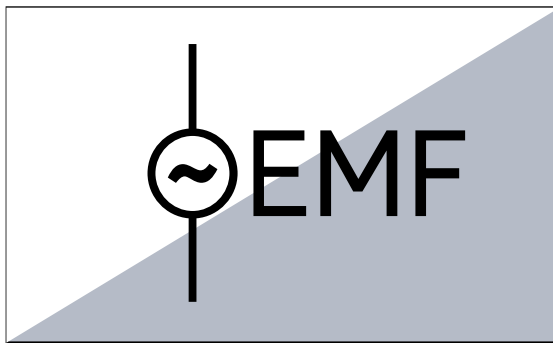
The logo symbol may be used as a stand alone in certain circumstance, but it is preferable to keep the organization's name. If you would like to use the symbol as a stand alone, please contact the designers to confirm.

Color Combinations



Logo Placements

To ensure a good presentation of the logo, the logo must be placed on white or bright color background black, on black or on dark color background white. It shall never be placed negative or on a colorful background without the white space.



Logo Colors.

Print colors

Electromagnetic Feild' official colors are the following in print documents. Note that Pantone colors are standard colors enabling print shops to reproduce exactly the desired color. Only use Pantone colors when printing through a professional print shop: you should ask your printing advisor for the type of colors to use.



Pantone: -

CMYK: C: 100% M: 10% Y: 0% K: 0%

Web Colors.

These RGB colors should be used as our official colors online and on documents that will be viewed on screen.



RGB: R: 0 G: 161 B: 228

Note that the Electromagnetic Feild logo can be used in black and white, only in the case of office printers or fax.

Using Logos from Different agencies and Organizations

When using a logo from a affiliated agency or organization, please ensure that their own guidelines in terms of logo usage are followed. In addition, you should ensure that you are using their most current logo and in high resolution, version, which should be provided by the agency or organization itself.

Do not, try in any case, use an logo that was copied and pasted from a website. These logos are very low resolution and will distort the branding if the organization if they are used in printed documents.

Note on the website

Updates are done by the Communication Department. If you need anything changed or updated on the website, please feel free to contact it.

Photo and Quotes Sources

In order to allow you to more easily implement Electromagnetic Feild Brand, we have created photo and quote banks that contain elements that tie in with our theme and brand. We highly recommend that you use those photos and quotes for your needs in the creation of documents. You can find those sources by contacting the Communication department.